C1752-1

Broadcasting Jul 16

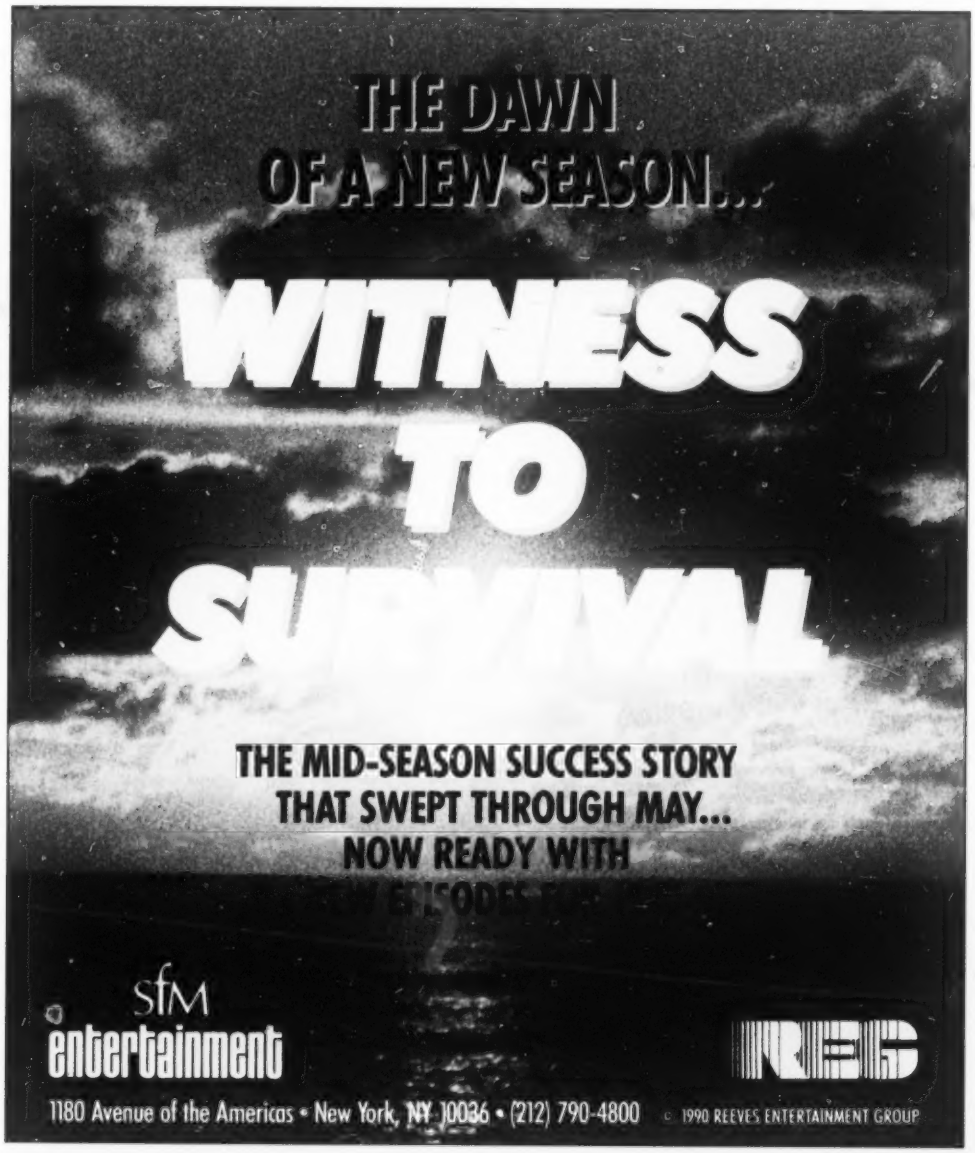
Incorporating Broadcasting / Cable — 59th Year 1990

RADIO / 70
Half-year check shows FM and group sales up, AM sales down

TELEVISION / 65
Fox meets the press in Los Angeles; New daytime head for ABC

CABLE / 33
CTAM '90 in San Diego: Fundamental changes for maturing business

SATELLITE / 86
SBCA in Nashville: Brave new world of compression, DBS



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Vol. 119 No. 3

CABLE ACT '90

THIS WEEK

27 / FIN-SYN: CONTEMPLATING THE AFTERMATH

In-house production by the television networks is growing and the FCC is set to change the financial interest and syndication rules. But what will these changes mean to network and studio profits? A look at life after fin-syn.

29 / CABLE CLIFFHANGER

There is little doubt that Congress is serious about reregulating the cable industry. However, observers differ on the chances of a bill passing this year. The upside and the down.

30 / INDECENT AT ANY HOUR

The FCC has unanimously adopted a report arguing that the 24-hour-a-day ban against indecent programing on radio and TV is "narrowly tailored" and thus a constitutional means of protecting children from indecent programing.

32 / PROGRAMING FOR PRIME TIME

Two major market independent stations—MCA Broadcasting's WWOR-TV New York and Chris-Craft United's KCOP(TV) Los Angeles—have entered a co-production venture with MCA Television Entertainment to produce three hour-long prime time programs that will debut on the stations next October. The first show is an adventure series; the second is an action/adventure, and the third is a so-called "buddy comedy," about two aliens who take a year to study abroad on Earth.

TNT's original movie 'Heat Wave,' based on 1965 riots in Watts, Los Angeles, premieres Aug. 13. Shown (l-r): James Earl Jones; Cicely Tyson, and Blair Underwood (page 33).

32 / UP FOR A VOTE

A Senate vote on children's advertising bill is expected this week. The National Association of Broadcasters has signed off on the measure after reaching a compromise on less restrictive language than was part of an earlier version.

36 / CALIFORNIA CABLE RUSH

Cable marketers are meeting in San Diego this week, ready to grapple with a rapidly maturing basic business, a mature pay environment and a still-to-be-tapped PPV market. Many MSO marketing executives see further segmentation of today's basic package in the future, as advances in technology will allow for more consumer choice. The pay networks are mapping plans for 1991, with greater emphasis on retention. And all eyes are on the "Continuous Hits" experiment, as PPV proponents are examining the early returns to see if Hits is a hit (page 40).

43 / TURNER GOODWILL

Coming this week in Seattle: the 1990 version of The Goodwill Games, Ted Turner's outreach to the world. Never expected to make money, they will lose even more than the original projections.

66 / TEMPEST IN A NATPE*NET

Former NATPE financial consultant warns in letter to executive committee members that organization's failure to heed his advice on new electronic mail service "will drain substantially your association's accumulated [cash] reserves by the end of this year and reduce them to their 1980-81 levels." The official reaction: a polite yawn.

65 / FOX MEETS THE PRESS

Fox's children's network got most of the attention at the kickoff of the Television Critics Association tour in Los Angeles last week, but other areas also came in for attention: PSA's, *21 Jump Street*, the fin-syn rules and *The Simpsons* vs. *Cosby*, among others.

70 / GOOD NEWS/BAD NEWS IN FIRST HALF RADIO TRADING

Station trading in the first six months of 1990 show mixed numbers—AM slides and FM improves overall, versus the same time period in 1989.

72 / ON HIS WAY TO 28

Ragan Henry talks about his year-long quest to maximize his string of radio stations and details his upcoming plans for the Philadelphia-based broadcast group that bears his name.

73 / RADIO DAYTIME TALK IN GOOD HEALTH

In wake of ABC's cancellation of daytime talk radio programing, stations and other talk programers see little threat to local, national talk format.

76 / NAB ASKS FCC TO LET UP ON CHARACTER GUIDELINES

National Association of Broadcasters calls reporting requirements "extremely burdensome" and asks the commission to relax those and other elements of its newly modified character policy guidelines.

79 / DAB TASKS

The National Association of Broadcasters digital audio broadcasting (DAB) task force met for first time in Washington last week to begin setting a strategy to influence DAB's introduction in the U.S. The technology has had mixed support. Some broadcasters feel DAB will improve service to listeners; others see it as a threat to existing AM and FM services.

80 / JOA'S: ONE IS BETTER THAN TWO

Advertisers in markets with newspaper joint operating arrangements such as York, Pa., and Detroit, often provide extra advertising revenue for the Fifth Estate, according to some broadcasters. Because of rebellion against the papers' new ad rates, advertisers are going to television and radio.

FBC's Jamie Kellner at last week's TV critics tour (page 65).

86 / HOME SATELLITE FORECAST

High- and mid-power DBS, video compression and program access were the three major issues emerging at the Satellite Broadcasting and Communications Association trade show in Nashville.

89 / GROWING FIBER WEB

Vyvx National Video Network is making backhaul and news studio linking by fiber optics an economical supplement—and sometime alternative—to satellite links. Video switching centers throughout its 11,000-mile network—now in 10 cities—will soon be in 60 cities. CBS, ABC, the Cable News Network and C-SPAN are among Vyvx's regular customers.

90 / CZECHOSLOVAKIAN VIEW

Like other Eastern European countries emerging from socialism, Czechoslovakia is having trouble developing a viable broadcasting system that will serve democracy and survive in a market-driven economy. Czechoslovakia lacks trained people as well as financial resources. It has the additional problem of being confronted with a separatist movement on the part of Slovakia. And foreign journalists who attended a conference in Prague heard a speech from the President's press secretary that alarmed some of them.

111 / TAKING RISKS IN TELEVISION

Leslie Moonves, executive vice president of Lorimar Television, oversees all program production for the largest producer of network television. His rapid ascension through the ranks of television program production has been characterized by risk-taking and chance—as well as talent.

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MCA, TWO INDIES PROGRAMING FOR PRIME TIME

WWOR-TV and KCOP order three hour series for fall start

Two major market independent stations—MCA Broadcasting's WWOR-TV New York and Chris-Craft United's KCOP(TV) Los Angeles—have entered a co-production venture with MCA Television Entertainment to produce three hour-long prime time programs that will debut on the stations in October.

The first is an adventure series, *She-Wolf of London*, based on the 1946 Universal Pictures film of the same name. The second is *Rest in Peace*, an action/adventure series about a young detective. The third is a so-called "buddy comedy," *They Came from Outer Space*, about two aliens who take a year to study abroad on Earth.

The venture reflects the increasing aggressiveness of independents in programing prime time. For years, independents depended on theatrical film packages to fill their evenings. Recently, however, a number of A-title packages have been sold to basic cable networks, bypassing syndication.

For the past several years, WWOR-TV has run nonmovie programing in prime time. Last season it aired a mix of off-network and original shows with limited success, but executives there still believe that original programing in prime time is the way to go.

The exact scheduling of the shows by the two stations was not set last week, although both stations are expected to put them in weekday prime time slots.

"We will not take a back seat approach while the networks and cable attempt to lock up prime time," said Larry Fraiberg, president of MCA Broadcasting. He said the station was exploring additional original shows for fall.

"Broadcasters need to respond to the changing dynamics of the television industry," said Evan Thompson, president, Chris-Craft Broadcasting. "The collaboration on this original is a step in the right direction."

Under the terms of the co-venture agreement, MCA retains syndication rights, with KCOP and WWOR-TV sharing profits derived from the shows' future distribution. At deadline, a WWOR-TV spokeswoman said it was still undetermined whether the shows would air on the superstation signal picked up by cable systems outside the New York market.

While KCOP is the only Chris-Craft United Television station in the venture, MCA will pitch the programs to the rest of the group and to other stations prior to the October launch, for cash, a spokesman said. If the shows do well in the fourth quarter, MCA will take them to the NATPE convention in January.

She-Wolf will be produced in Bristol, England, by HTV International and Universal Pictures. Partners Sheldon Pinchuck, Bill Finnegan and Patricia Finnegan will serve as executive producers of both *She-Wolf* and *They Came From Outer Space*. The trio has also produced a number of made-fors purchased by the USA Network. *Rest in Peace* is being produced by Artgo Productions, Los Angeles. Each of the series has an initial 20-episode production order. –SM

MUST CARRY ORPHANS

The Home Shopping Network-led coalition of 110 TV stations has released a study showing 85 of the 249 stations in the top 20 markets would not meet the minimum viewing standard in 70% or more of the counties within 50 miles. Those standards are part of the cable bill passed by the House Telecommunications Subcommittee. The markets follow; the number of stations in the market are in the first column and the number of stations not meeting the viewing standard in 70% of the counties are in the second.

1. New York	13	7
2. Los Angeles	15	4
3. Chicago	11	5
4. Philadelphia	11	5
5. San Francisco	17	9
6. Boston	15	7
7. Detroit	7	2
8. Dallas	15	7
9. Washington	7	2
10. Houston	11	3
11. Cleveland	11	4
12. Atlanta	9	3
13. Minneapolis	9	3
14. Miami	11	3
15. Seattle	8	2
16. Pittsburgh	7	2
17. Tampa	10	4
18. St. Louis	7	2
19. Denver	8	1
20. Phoenix	10	2

SENATE KIDVID BILL LIMITS ADS

Version expected to pass this week gives broadcasters more leeway in programing requirements than earlier draft

Legislation that would limit the amount of advertising during children's programing on both cable and over-the-air television and which also requires broadcast stations to air more educational and informational children's programs for license renewal is expected to pass the Senate this week. The National Association of Broadcasters has signed off on the measure after obtaining certain revisions that make the program requirements less specific than an earlier version.

The bill had been stalled since last fall when it passed the Senate Commerce Committee because broadcasters objected to the original renewal provision that would have required stations to provide educational and informational programing "specifically designed" for pre-school and school-age children as a condition for license renewal. But after lengthy negotiations with Communications Subcommittee Chairman Daniel Inouye (D-Hawaii), the bill's chief author, broadcasters modified the section dealing with renewals to give stations more leeway in the type of programs they must air. Less restrictive language was added stating that a station would have to serve the educational and informational needs of children through its "overall programing, including programing specifically designed to serve such needs."

The FCC could take into consideration during renewal time off-air broadcaster efforts to promote children's programing and any efforts to fund programing aired by another station in the licensee's marketplace.

Unchanged is a section that directs the FCC to complete its proceeding on so-called program-length commercials, although an earlier provision dealing with complaints at the FCC was deleted.

One addition was the establishment of a national endowment for children's educational television. Under the measure, stations and cable systems must restrict ads to 10½ minutes per hour on weekends and 12 minutes per hour on weekdays. –KM

RATINGS ROUNDUP

For the eighth week in a row and 39th week out of the past 42, NBC won the weekly prime time ratings race, averaging a 9 rating and 19 share to ABC's 8.9/19, CBS's 7.6/16, and Fox's 6/12. NBC captured Wednesday, Thursday and Saturday nights. ABC won Monday, Tuesday and Friday, and CBS took Sunday. *Cheers*, scoring a 16.4/31, was the top ranked show last week and is now the number-one rated show for the 42-week season to date. Rounding out the top five were NBC's *The Cosby Show* (14.8/30), NBC's *Blossom* (14.1/27), NBC's *Seinfeld* (13.8/26), and CBS's *Designing Women* (13.1/23).

Week 41 **July 2–July 8**

1st column tells rank, 2nd column tells position compared to last week: ▼-Down in rank from last week, ▲-Up in rank from last week, ■-Premiere broadcast. 3rd column tells rating, 4th column tells network, 5th column tells show.

1		16.4/31	N	Cheers
2	▲	14.8/30	N	Cosby
3		14.1/27	N	Blossom (Special)
4		13.8/26	N	Seinfeld
5	▼	13.1/23	C	Designing Women
6	▲	13.0/29	C	60 Minutes
7	▼	12.8/27	N	Empty Nest
8	▼	12.3/26	N	Golden Girls
8	▲	12.3/23	C	Murphy Brown
10	▲	12.2/22	F	Married...With Children
10	▼	12.2/26	A	Roseanne
12	▲	11.9/24	A	20/20
13	▲	11.8/23	A	Amer. Funniest Videos
13	▲	11.8/26	A	Full House
15	▲	11.5/20	F	In Living Color
16		11.4/22	A	Movie: Firefox
17		11.2/21	F	Cops/Sunday
18	▲	11.0/21	C	Murder, She Wrote
18	▼	11.0/20	N	Movie: Fulham County
20	▼	10.4/21	A	Coach
21		10.2/22	A	Dad's A Dog
22	▲	10.1/20	A	Just the 10 Of Us
22		10.1/20	N	L.A. Law
22	▲	10.1/18	C	Newhart
25	▼	10.0/26	N	Unsolved Mysteries
26	▲	9.9/21	A	Perfect Strangers
26	▲	9.9/20	C	Sydney
28	▲	9.8/19	A	Primetime Live
29	▲	9.7/21	N	Hunter
30	▼	9.6/20	N	Heat of the Night
30	▼	9.6/22	A	Who's the Boss?
32	▲	9.5/20	C	Major Dad
32	▼	9.5/21	A	Wonder Years
34	▲	9.4/17	A	Movie: Bourne, Pt.1
35	▼	9.2/21	N	Matlock
36	▼	8.8/20	C	Rescue: 911
37	▲	8.5/16	A	Mr. Belvedere
38	▲	8.4/18	A	Mystery Movie: Columbo
39		8.3/16	C	His & Hers Special
39		8.3/17	N	Midnight Caller
39	▼	8.3/15	N	Movie: Incredible Hulk
42		8.2/16	C	Bar Girls Special
43		8.0/16	A	Father Dowling
43		8.0/16	N	Yellow Rose
45		7.9/15	A	Amer. Dance Honors
46	▼	7.7/16	C	Movie: Spec. Friendship
46	▲	7.7/15	C	48 Hours
48	▲	7.5/15	F	Amer. Most Wanted
49		7.4/13	C	Movie: Woman He Loved
50	▼	7.3/18	N	Night Court
51	■	7.2/16	N	Bret Maverick
52	▲	7.1/15	A	thirtysomething
53		7.0/14	N	Midnight Caller
54		6.9/17	N	Dear John
55		6.8/16	N	Amen
55	▲	6.8/14	C	Movie: Circle/Violence
55	▼	6.8/17	C	Jake and the Fatman
55		6.8/17	C	4th of July/C. Kuralt
59	▲	6.7/16	A	Super Jeopardy!
60	▲	6.6/15	A	Life Goes On
60	▼	6.6/17	N	Quantum Leap
62		6.5/14	N	What You Ask For
63		6.2/15	A	Doogie Howser, M.D.
64		6.0/15	A	Beanpole
64	▲	6.0/11	F	Booker
64	▼	6.0/16	A	Growing Pains
67	▲	5.8/13	F	Cops
67	▼	5.8/14	A	Monopoly
69		5.6/11	N	Jackie Bison Show
69		5.6/11	N	Movie: Sam's Son
69	▼	5.6/14	N	227
72	▲	5.5/13	F	Totally Hidden Video
72	▲	5.5/10	C	Wiseguy
74	▼	5.4/13	C	Paradise
75	▲	5.3/11	C	Tour of Duty
76		5.1/13	A	China Beach
76	▼	5.1/11	C	Snoops
78		4.7/10	F	In Living Color/Sat.
79	▼	4.6/11	A	Brewster Place
80	▲	4.0/8	C	Beauty & The Beast
80	▲	4.0/9	F	Outsiders
82	▲	3.8/8	F	21 Jump Street
83	▲	3.7/7	F	Alien Nation
84		3.6/9	C	America: C. Brown
85	▼	2.9/7	C	Normal Life
86		2.8/6	F	Tracey Ullman

FREEZE FRAMES: Syndication Scorecard *

Week ended July 1

Rank	Program (Syndicator)	Rtg	Stns	Covg
1	Wheel of Fortune, syn. (King World)	11.7	233	99
2	Jeopardy! (King World)	10.6	220	98
3	Star Trek: Next Generation (Paramount)	10.1	233	98
4	Oprah Winfrey (King World)	8.4	217	99
5	Cosby Show (Viacom)	7.5	203	98
6	Entertainment Tonight (Paramount)	7.4	179	96
7	Baseball Pranks (Berl Rotfeld Prod.)	7.0	140	91
7	Current Affair (20th Century Fox TV)	7.0	195	98
9	Wheel of Fortune, wknd. (King World)	6.7	207	92
10	Warner Bros Vol. 28	5.9	129	92
11	Future Legends of Baseball (Berl Rotfeld)	5.7	138	92
12	Donahue (Multimedia)	5.2	226	98
12	Geraldo (Tribune)	5.2	191	98
14	Star Search (TPE)	5.1	173	97
15	People's Court (Warner Bros. Dom. TV)	5.0	178	91
15	TV Net Movie (Teletrib)	5.0	182	95

* Nielsen weekly pocketpiece

Source: Nielsen and Broadcasting's own research.

CHANGING HANDS

This week's tabulation of station and system sales ($250,000 and above)

KDBX(FM) Boonville, Mo. □ Sold by Big Country of Missouri Inc to Bluff City Broadcasting Inc. for $1.5 million. Station was acquired in February 1984. **Seller** is headed by Dick and Patricia Billings, husband and wife, and retains KWRT(AM) Boonville. **Buyer** is headed by Jerry R., James, John and Don Zimmer, brothers, who have interest in KZIM(AM)-WOOZ-FM Cape Girardeau and KWOC(AM)-KKLR(FM) Poplar Bluff, both Missouri, and WOOZ-FM Harrisburg, Ill. KDBX(FM) has country and Big Band format on 99.3 mhz with 3 kw and antenna 285 feet above average terrain (CP granted for 50 kw and antenna 500 feet). *Broker: R.E. Meador & Associates.*

KVKI-AM-FM Shreveport, La. □ Sold by Encore Communications Associates to Progressive United Corp. for $1.5 million. Price includes $75,000 down payment with balance due, in cash, at closing. Stations were acquired in December 1986. Earlier sale to Waldron Partners ("In Brief," July 3, 1989) for $7 million fell through. **Seller** is headed by George Duncan and Robert J. Smith and has interest in KBFM(FM) Edinburg and KHFI-FM Austin, both Texas, and KZOU-AM-FM Little Rock, Ark. **Buyer** is headed by William R. Fry, Linda S. Carmichael, Angelo R. Marra, Anthony J. Marra, Sidney Mishkin and Lawrence T. Kennedy Jr., and has no other broadcast interests. KVKI has oldies format on 1550 khz with 10 kw day and 500 w night. KVKI(FM) has adult contemporary format on 96.5 mhz with 100 kw and antenna 1,000 feet above average terrain.

PROPOSED STATION TRADES

Station deals last week: **16**
Dollar value: **$9,039,401**
1990 station deals: **486**
1990 value: **$1,277,343,391**

WCPC-AM-FM Houston, Miss. □ Sold by WCPC Broadcasting Co. to New South Communications Inc. for $1.5 million. Price includes $1 million cash at closing and $500,000 for noncompete and consult agreement interest-bearing note payable, with interest, in five equal annual payments. WCPC Broadcasting put stations on air in 1955 and 1968, respectively. **Seller** is headed by Robin H. Mathis, Ralph C. Mathis, John B. Skelton and Ricky J. Huffman, who also have interest in WDXE-AM-FM Lawrenceburg, Tenn. **Buyer** is headed by Frank E. Holladay, Ann S. Holladay and Clay E. Holladay, and is licensee of WZHT-FM Troy, Ala; KJLO-AM-FM Monroe, La.; WALT(AM)-WOKK(FM) Meridian, Miss. Clay E. Holladay owns WYZB-FM Mary Esther, Fla. WCPC has variety format on 940 khz with 50 kw day and 250 w night. WCPC-FM has beautiful music format on 93.3 mhz with 100 kw and antenna 490 feet above average terrain.

KRGE(AM) Weslaco and KRIX(FM) Brownsville, both Texas □ Sold by Daytona Group of Texas to Sunbelt Radio Group for $1.1 million. Stations were acquired in June 1987. **Seller** is headed by Norman S. Drubner, who also heads WVGO(FM) Richmond, Va.; WPAP(FM) Panama City and WJLQ(AM)-WCOA(FM) Pensacola, both Florida; KXYQ(AM)-KZRC(FM) Portland, Ore.; KIVA(AM) Santa Fe and KZRQ(FM) Albuquerque, both New Mexico. It is in process of selling KGRX(FM) Globe, Ariz. ("Changing Hands," April 2) for $2 million. **Buyer** is headed by Richard N. Lea and has interest in KRRG(FM) Laredo, Tex. KRGE(AM) is fulltimer with oldies format on 1290 khz with 5 kw. KRIX(FM) has AOR-CHR hybrid format on 99.5 mhz with 100 kw and antenna 1,042 feet above average terrain. *Broker: Randall Jeffery of Media Venture Partners.*

KSJB(AM)-KSJM(FM) Jamestown, N.D. □ Sold by Triple R Broadcasting to Cy Chesterman for $850,000. Stations were acquired in March 1965. **Seller** is headed by Ed Crilly, who has no other broadcast interests. **Buyer** is president of Chesterman Co. of Sioux City, and recently bought KRIB(AM) Mason City, Iowa, for $250,000 ("Changing Hands," Feb. 19). KSJB is fulltimer with country format on 600 khz and 5 kw. KSJM(FM) has

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Marc Hand
Denver, CO / (303) 534-3939

Questcom represented CV Radio Associates, L.P.

Indio and KBZT-FM La Quinta, both California. Action June 25.

■ **KKBB-FM Shafter, CA** (BTCH900510HW: 97.7 mhz; 3 kw; ant. 300 ft.)—Granted app. of assignment of license from Kohl Communications Association Inc. to Kohl Communications Association Ltd. for no financial considerations. Deal is part of investment reorganization. Seller is headed by Ken Kohl, who is officer and stockholder of Orlando Group, permittee of new FM at Orlando, FL. Buyer is headed by Ken Kohl. Action June 21.

■ **KCSJ(AM)-KGRQ(FM) Pueblo, CO** (AM: BAL900405EE; 590 khz; 1 kw-U; FM: BALH900405EF; 107.1 mhz; 3 kw; ant. 338 ft.)—Granted app. of assignment of license from Rainbow Communications of Pueblo Inc. to Sunbrook Broadcasting Inc. for $1.1 million ("Changing Hands," May 7). Seller is headed by David Krall and has interest in KOBE(AM) Las Cruces and KMVR(FM) Mesilla Park, both New Mexico. Buyer is headed by Larry Roberts, Alan Cooper, Edward Cooper and Barbara McIntyre, and has interest in KBLG(AM)-KRKX(FM) Billings, KGRZ(AM)-KDXT(FM) Missoula, KXTL(AM)-KQUY(FM) Butte, and KXGF(AM)-KAAK(FM) Great Falls, all Montana. Action June 26.

■ **WXPZ Milford, DE** (BAPH890925GF; 101.3 mhz; 3 kw; ant. ft.)—Granted app. of assignment of license from Milford Ltd. to Samson Communications Inc. for no financial consideration. With William T. Sammons Jr. 51% general partner and Hall Reed Jr. 49% limited partner, applicant now seeks to transfer CP to Samson Communications Inc., newly formed corporation, for purposes of final construction and operation. This application for transfer reduces interest of Sammons by 1% and increases interest of Reed by 1%, thereby creating negative control. Sammons retains his position as chief officer of applicant. Action June 4.

■ **WHGS-FM Haines City, FL** (BALED900426HU; 90.3 mhz; 800 w; ant. 265 ft.)—Granted app. of assignment of license from Haines City Public Radio Inc. to Landmark Baptist Church Inc. for no financial interest. Seller is headed by Jack S. Moseman Sr., Fred Sibel, Beverly J. Moseman, Mark D. Hodges and Willie Varnadore, and has no other broadcast interests. Buyer is headed by Mickey P. Carter, Robert Christian, Malcolm Anthony Jr., Larry Whitmer, Edward Thompson, Wallace Roberts, and is owner of WLVF(AM) Haines City, FL. Action June 20.

■ **KHCR(FM) Paauilo, HI** (BTCH900418GJ; 103.7 mhz; 100 kw; ant. 1,211 ft.)—Granted app. of assignment of license from Hamakua Broadcasting Corp. to Paul Yang for $1. Seller is headed by Hugh R. Paul and F. Joseph Brinig and has no other broadcast interests. Buyer is shareholder of Hamakua Broadcasting Corp. Action June 25.

■ **KHAT-AM-FM Lincoln, NE** (AM: BAL900413EE; 1530 khz; 5 kw-D; FM: BAPLH900413EF; 106.3 mhz; 2.9 kw; ant. 145 ft.)—Granted app. of assignment of license from Marathon Communications Inc. to Tate Communications Inc. for $1.325 million ("Changing Hands," April 23). Seller is headed by Patrick Shaughnessy and owns KBUL(FM) Carson City, NV, and WAVH(FM) Mobile, AL. Buyer is headed by Harvey J. Tate, George Hochman, Philip Blake, Istvan Vekony and Richard and Carol Florence, husband and wife, and is licensee of KIKN(AM) Pharr and KTXF-FM Brownsville, both Texas, and KMCK-FM Siloam Springs, AR. Harvey J. Tate is 45% shareholder of Big Sioux Broadcasting Inc., permittee of KSML-FM Salem, SD. Action June 25.

■ **WPSC-FM Wayne Township, NJ** (BAPED900423HW; 88.7 mhz; 200 w; ant. 299 ft.)—Granted app. of assignment of license from William Paterson College Foundation to William Paterson College of New Jersey for $1. Sale is part of reorganization of college. William Paterson College is headed by A.H. Benner, Frank L. Douglas, Russell W. Hawkins, Sol Hoffman, Clarice B. Jackson, James Kuhn, Martin Martinez, Henry J. Pruitt, Lydia Trinidad, Edward Goldberg, Steven Margolis and Glen Mehl and has no other broadcast interests. Action June 18.

■ **WLQE(FM) Villas, NJ** (BAPH900413HC; 98.7 mhz; 3 kw; ant. 292 ft.)—Granted app. of assignment of license from Great Scott Broadcasting to Marc Scott Communications Inc. for $175,000. Seller is headed by Faye Scott, Elmer S. Friedberg and Harold Litvin, and has interest in WKST(AM) New Castle, WKST-FM Ellwood City and WPAZ(AM) Pottstown, all Pennsylvania; WTTM(AM)-WCHR(FM) Trenton, NJ; WSEA(AM)-WZBH(FM) Georgetown, DE, and WMBO(AM)-WPCX(FM) Auburn, NY, and holds CP's for WLIZ(FM) Elizabethville, PA; WVIL(FM) Villas, NJ; WSEA(AM) Georgetown, DE, and WCHR(FM) Trenton, NJ. Buyer is headed by Marc Scott and has no other broadcast interests. Action June 18.

■ **WFAS-AM-FM White Plains, NY** (AM: BAL900419HY; 1230 khz; 1 kw-U; FM: BALH900419HZ; 103. 9 mhz; 600 watts; ant. 669 ft.)—Granted app. of assignment of license from CRB of Westchester Inc. to High View Broadcasting of Westchester Inc. for $12.5 million ("Changing Hands," Apr. 30). Seller is headed by Edward G. Rogoff and has interest in WAEB-AM-FM Allentown, PA; WJBR-AM-FM Wilmington, DE; WZZR(FM) Stuart, FL, and WNLK(AM)-WEFX(FM) Norwalk, CT, and has sale of WTCR(AM) Kenova and WTCR(FM) Huntington, both West Virginia, to Alpine Media ("Changing Hands," Feb. 26) pending. Buyer is headed by Gary J. Starr, David C. Cherhoniak, Ira J. Goldstein and Hoyt J. Goodrich, who have interest East Shore Broadcasting Corp., licensee of WRHZ(AM)-WRCN(FM) Riverhead, NY. Action June 21.

■ **WFYF-TV Watertown, NY** (BALCT900425KE; ch. 50; 1,200 kw-V; 120 kw-A; ant. 1,268 ft.)—Granted app. of assignment of license from Moreland Broadcast Associates to Watertown Television Corp. for no financial considerations. Seller is headed by George W. Kimbal and Craig L. Fox, who have interest in Wolf Radio Inc., licensee of WNYR(AM) Syracuse, NY; Canton Broadcasting Associates, permittee of WNYS(AM) Canton, PA; Jamestown TV Associates, permittee of WTJA(TV) Jamestown, NY; Concord Broadcasting Associates, permittee of WNHA(AM) Concord, NH, and Scranton TV Partners Ltd., licensee of WOLF-TV Scranton and WWLF-TV Hazelton, both Pennsylvania. Buyer is headed by Harold E. Protter, Steven J. Pruett and Sheldon Markoff. Protter is vice president of Pappas Telecasting of Midlands, licensee of KPTM-TV Omaha, NE. Pruett is vice president of MMC Television Corp., licensee of KASN-TV Pine Bluff, AR, and director of Channel 47 Television Inc., licensee of WMSN-TV Madison, WI. Action June 22.

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

SERVICE	ON AIR	CP's [1]	TOTAL *
Commercial AM	4,979	247	5,226
Commercial FM	4,308	867	5,175
Educational FM	1,430	282	1,712
Total Radio	10,717	1,396	12,118
Commercial VHF TV	550	19	569
Commercial UHF TV	552	185	737
Educational VHF TV	124	4	128
Educational UHF TV	226	20	246
■ Total TV	1,452	233	1,680
VHF LPTV	300	205	505
UHF LPTV	457	1,508	1,965
■ Total LPTV	757	1,713	2,470
FM translators	1,849	290	2,139
VHF translators	2,732	116	2,848
UHF translators	2,223	401	2,624

CABLE

Total subscribers	53,900,000
Homes passed	71,300,000
Total systems	10,823
Household penetration†	58.6%
Pay cable penetration	29.2%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 92.1 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link. Source: Nielsen and Broadcasting's own research.